



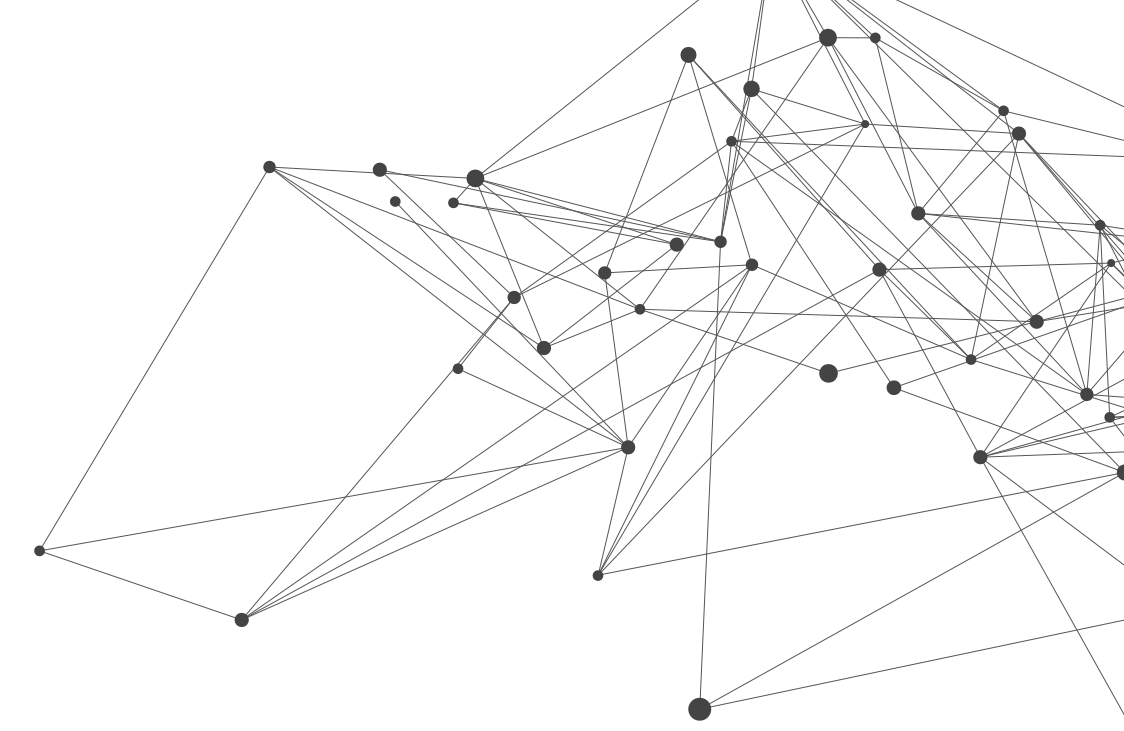
# ORRAAI™

## Performance Report on Selected Implementations

MARCH 2019

Case Study

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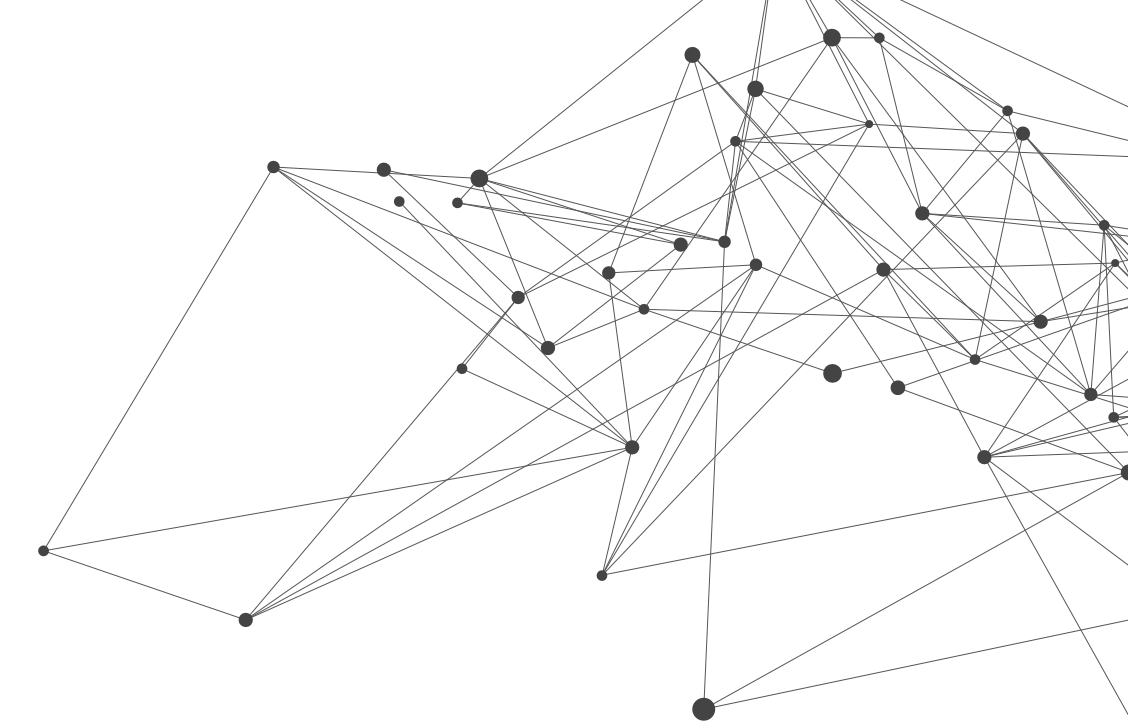


# Austrian Hotel B

ORA AI

# Background Information

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## Country of origin – Austria

- Austrian Hotel B is a 4-star, small (50 rooms) property in the Austrian Alps, near the Brenner Pass;
- Adwords campaigns are being managed by an Austrian digital agency ABC
  - Agency works on a fixed fee basis with the hotel

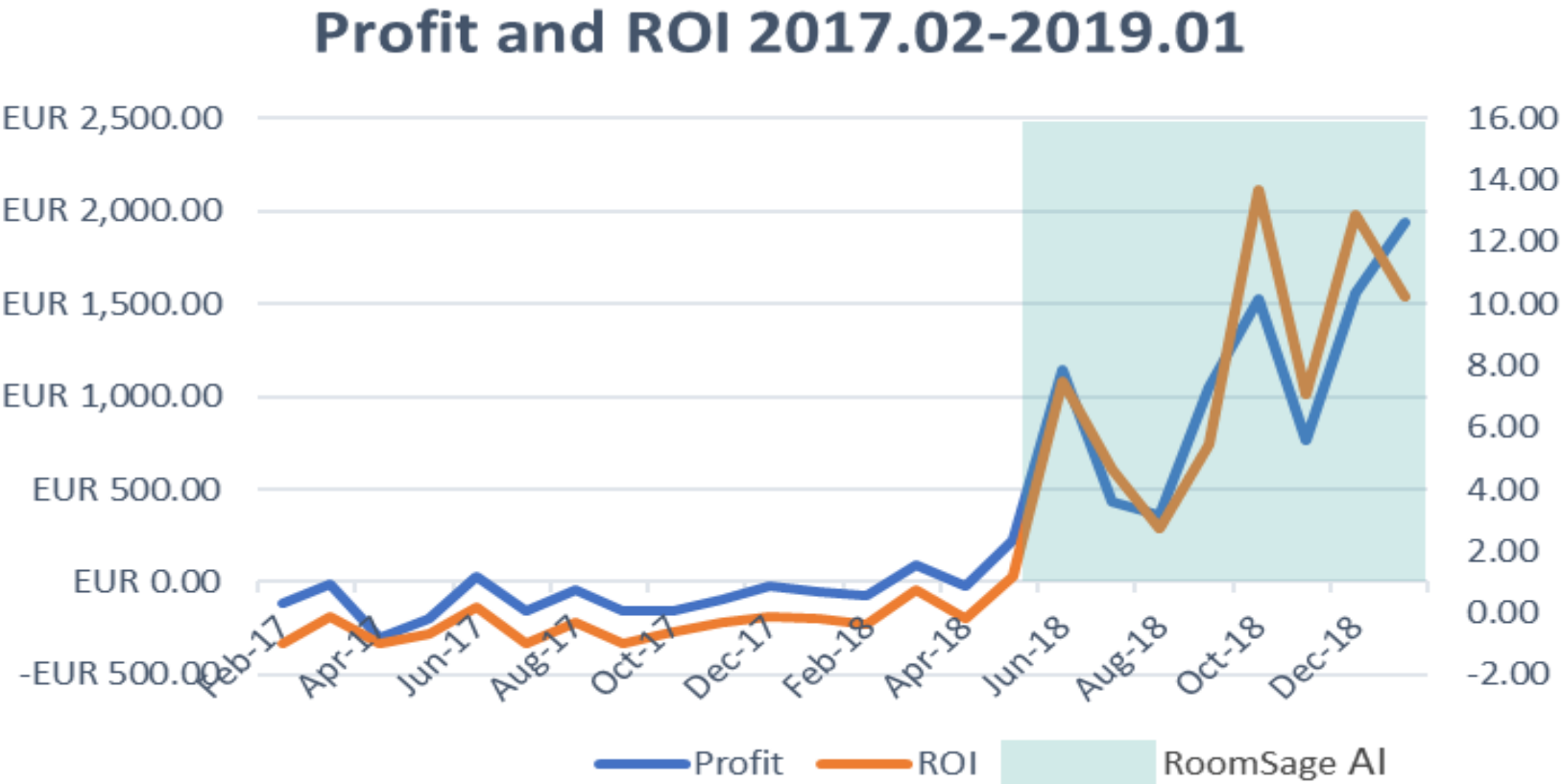
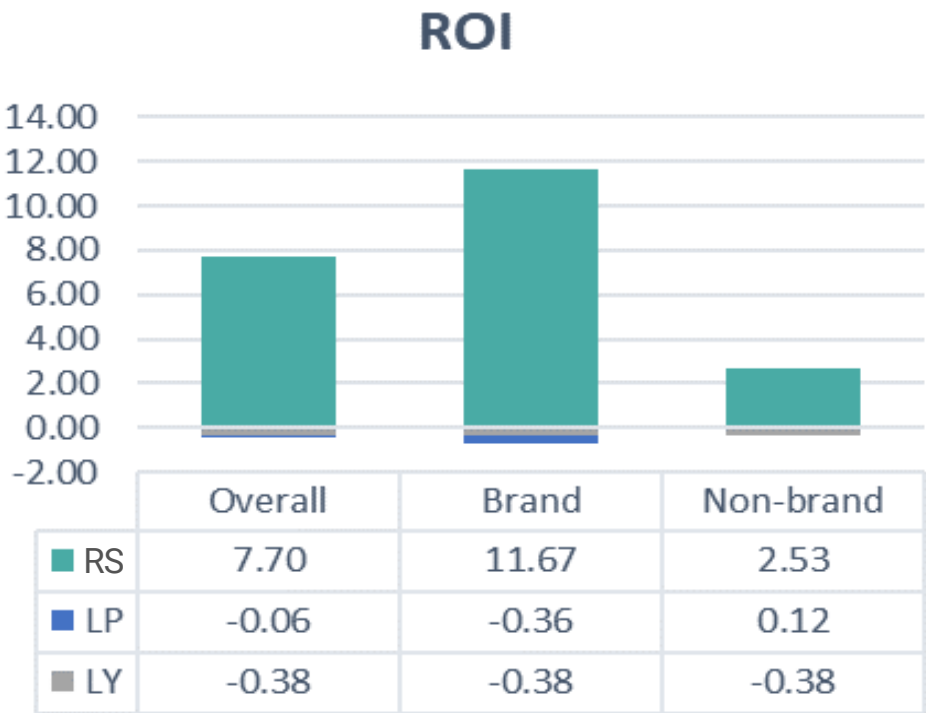
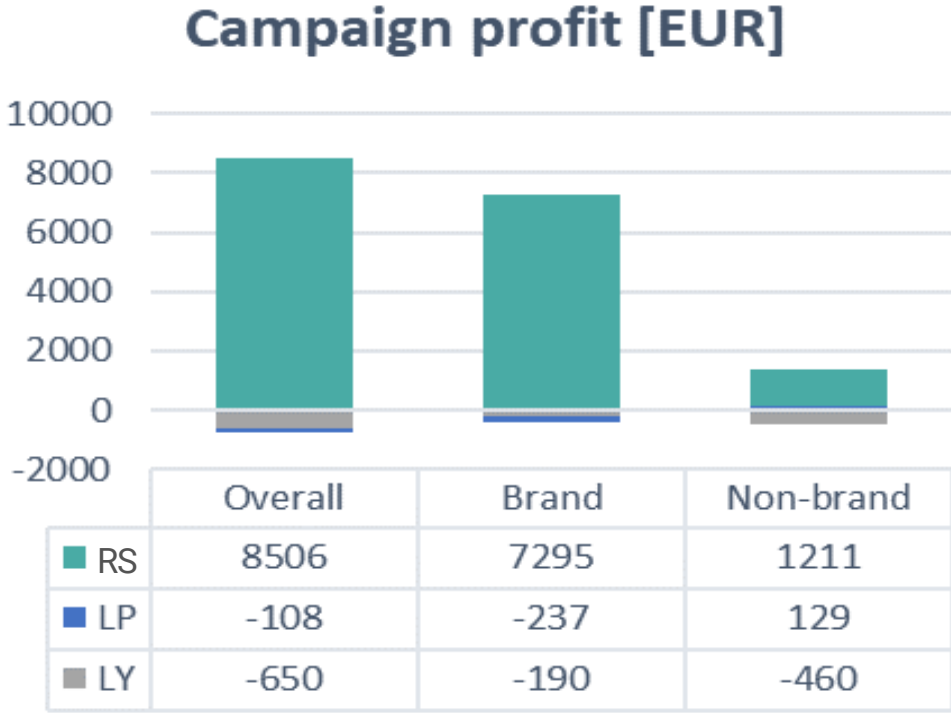
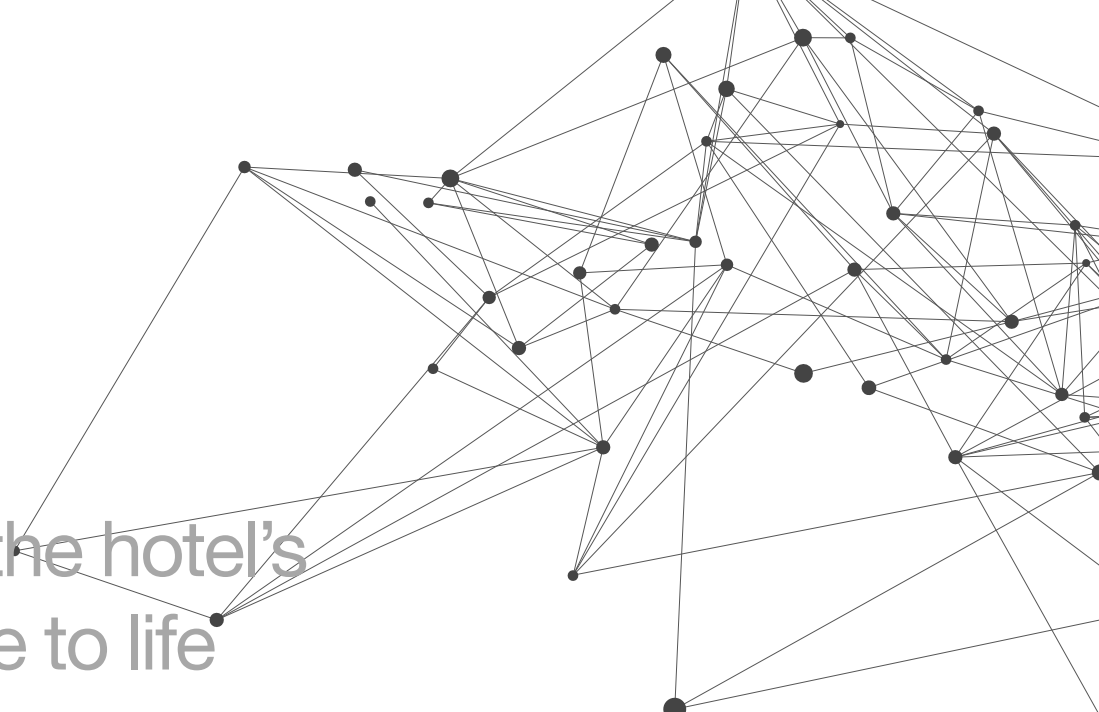
**Period for which results are given – 7 months (01.06.2018 - 31.01.2019).**

Benchmark periods – **01.09.2017 – 31.05.2018 (LP)** and **01.06.2017 – 31.01.2018 (LY)**

# Summary of Financial Results

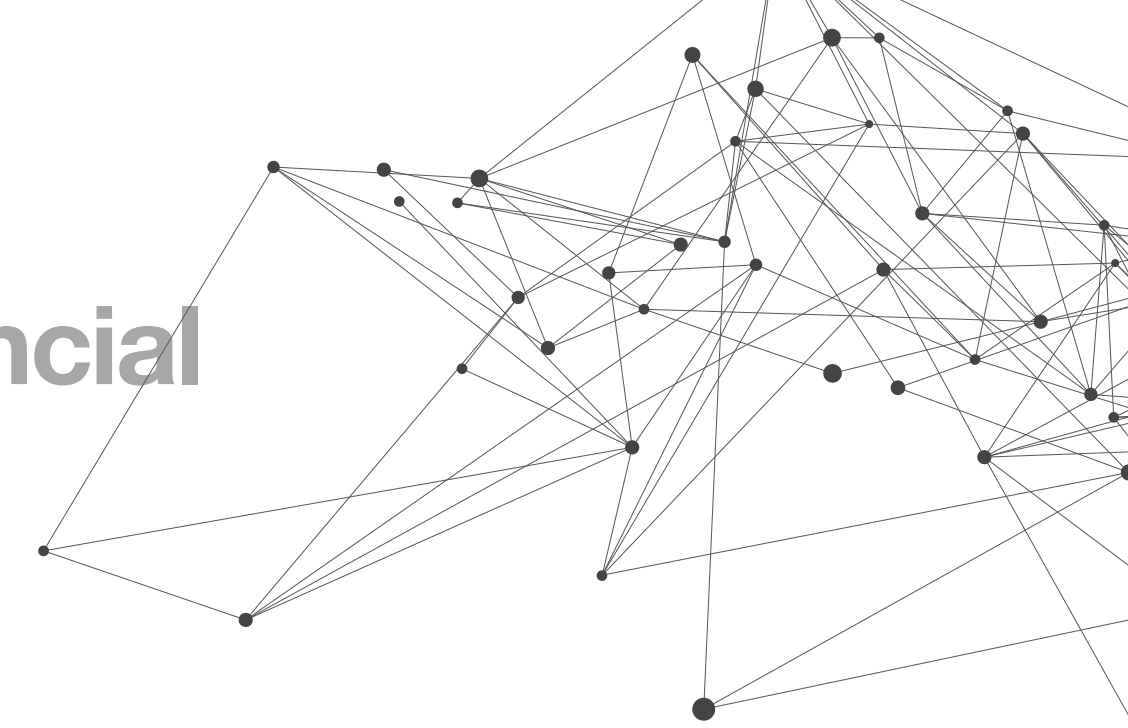
- ORA AI (RoomSage) has made a big impact on hotel's "Profit" (Margin on Ad Spend) as well as on ROI<sup>6</sup>

- After ORA AI took over, the hotel's online strategy has come to life

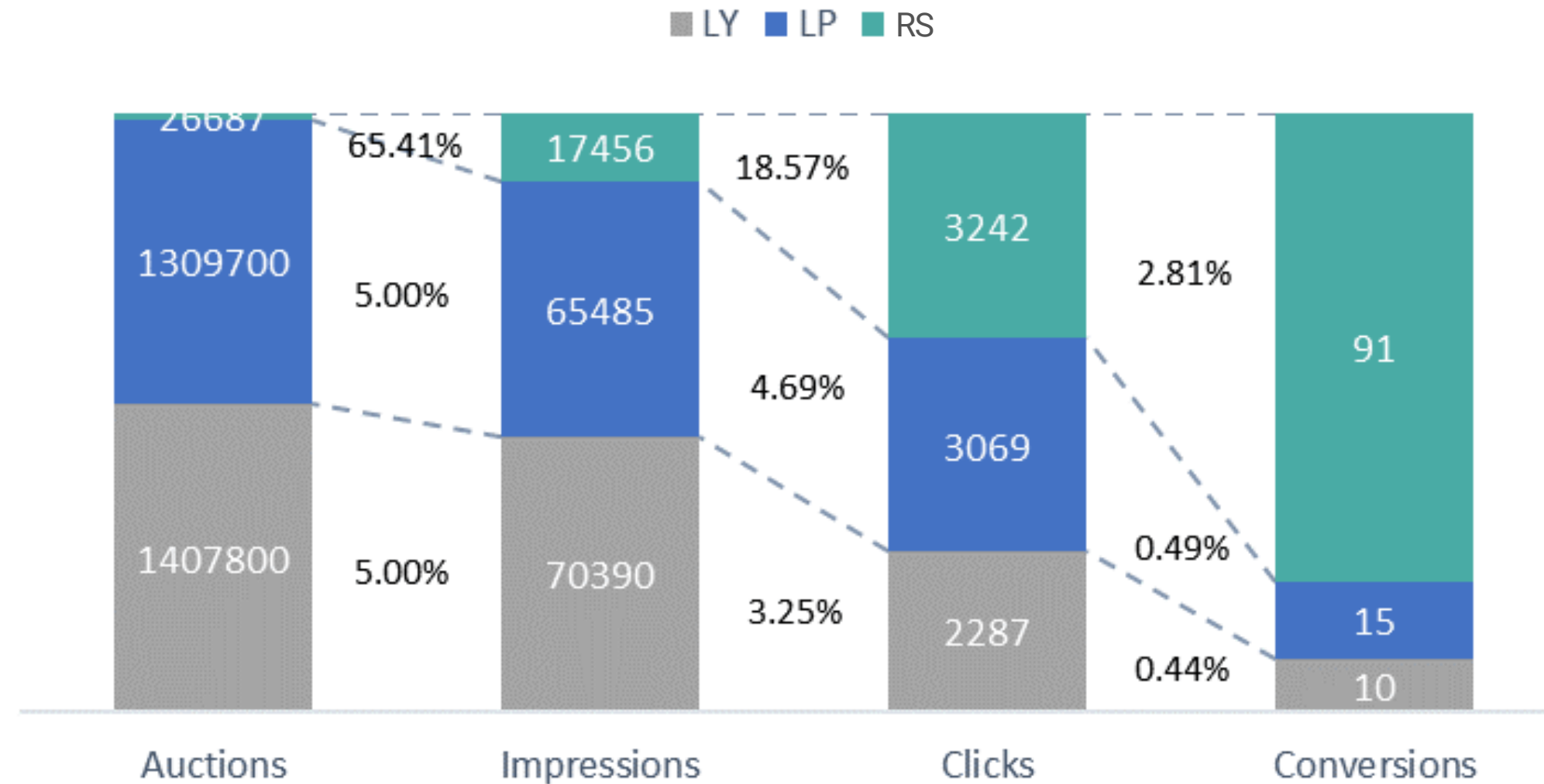


<sup>6</sup> This statement needs a qualification. The actual impact is smaller (by a factor of approximately 2), because in order to implement ORA AI, certain values of conversions had to be estimated for the first time; as a result, the "profit" increase versus benchmark, although substantial, is actually not as large as the illustration shows.

# ORA AI (RoomSage) outperformed (vs. the Benchmark Period) on key non-financial campaign performance metrics



## Non - financial Campaign Performance Metrics



Austrian Hotel B

ORA AI

# Both ORA AI's ad positioning and CPC indicators achieved were very favorable



- ORA AI's performance on ad positioning has markedly improved the hotel position

	ORA AI	BP
Overall brand position	2.52	3.37 (3.39)
Branded campaign positioning	1.18	2.50 (2.41)
Non-branded positioning	3.18	3.74 (3.83)

- Given the increased brand positioning and conversions, it is remarkable that ORA AI significantly decreased CPC

	ORA AI	BP
Average CPC overall	0,34 €	0,55 (0,75) €
Average CPC - branded campaign	0,28 €	0,44 (0,66) €
Average CPC - non-branded	0,44 €	1,65 (0.79) €



# ORRA AI<sup>TM</sup>

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